AMENDMENTS TO THE CLAIMS

1   1. (currently amended) A method for pricing a classified advertisement, said method

2   comprising:

3   receiving, by a composition engine, text of a classified advertisement from an

4   advertiser, the classified advertisement to be provided access to at least one of a plurality of

5   device types;

6   substantially simultaneously formatting the text of the classified advertisement

7   for at least two of the plurality of device types;

8   displaying the classified advertisement to the advertiser as formatted for the

9   device types;

10   determining a price, by a pricing engine, for the classified advertisement as

11   formatted for the device types; and

12   displaying the price to the advertiser.

1   2. (original)   The method according to claim 1, further comprising receiving at least

2   one selection for at least one of the device types to distribute the classified advertisement.

1   3. (original)   The method according to claim 1, further comprising receiving a selection

2   for a category to place the classified advertisement.

1   4. (original)   The method according to claim 1, further comprising receiving a start date

2   to begin running the classified advertisement.

1   5. (currently amended) The method according to claim 1, further comprising said

2   pricing engine computing a total price based on a selection of the device types to provide access

3   to the classified advertisement.

1   6. (original)   The method according to claim 1, wherein the classified advertisement

2   includes an image.

1   7. (currently amended) The method according to claim 6 claim 1, wherein the image is a

2   photograph.

1   8. (original)   The method according to claim 1, wherein the advertiser of the

2   advertisement includes at least one of an individual and a commercial enterprise.

1   9. (currently amended) A system for pricing a classified advertisement, said system

2   comprising:

3   submission means for receiving text of a classified advertisement from an

4   advertiser, the classified advertisement to beprovided be provided access to at least one of a

5   plurality of device types;

6   composition engine means for substantially simultaneously formatting the text of

7   the classified advertisement for at least two of the plurality of device types; said composition

8   means further for means for displaying the classified advertisement as formatted for the device

9   types;

10   pricing engine means for determining a price for the classified advertisement as

11   formatted for the at least two device types; and

12   means for displaying the price to the advertiser.

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1   10. (currently amended) The system according to claim 9, further comprising means for

2   receiving at least two selections one selection for at least two device types one device type to

3   distribute the classified advertisement.

1   11. (currently amended) The system according to claim 9, further comprising means for

2   receiving a selection for at least two categories one category to place the classified

3   advertisement.

1   12. (original) The system according to claim 9, further comprising means for computing

2   total price based on a selection of the device types to provide access to the classified

3   advertisement.

1   13. (original) The system according to claim 9, further comprising means for receiving a

2   starting date to run the classified advertisement.

1   14. (currently amended) A computer-readable medium having stored thereon sequences

2   of instructions, the sequences of instructions including instructions, when executed by a

3   computer's processor, causes the processor to:

4   receive, by a computer, text of a classified advertisement from an advertiser, the

5   classified advertisement to be distributed to at least one of a plurality of device types;

6   substantially simultaneously format the text of the classified advertisement by

7   said computer for at least two of the plurality of device types;

8   display to the advertiser the classified advertisement as formatted for the at least

9   two of the plurality of device types;

10   determine a price for the classified advertisement as formatted for the <u>at least two</u>

11   device types; and

12   display the price <u>to the advertiser</u>.

1   15. (currently amended) A graphical user interface (GUI) for providing a user input

2   interface to place a classified advertisement, said GUI comprising:

3   a text area<u>, in said GUI, programed</u> ~~operable~~ to receive text for the classified

4   advertisement;

5   a plurality of text display areas<u> on a single screen, in said GUI,</u> operable to

6   simultaneously display the text for the classified advertisement, the text displayed in the text

7   areas having different formats; and

8   a plurality of price display areas <u>in said GUI</u>, each of the plurality of price display

9   areas being associated with a different text display area and operable to display a price for

10   placing the advertisement based on the format of the text in the associated text display area.

1   16. (original) The method according to claim 15, wherein each of the plurality of text

2   display areas represent a different output device having access to the classified advertisement.

1   17. (original) The method according to claim 15, wherein the different formats include a

2   different number of characters per line.

1   18. (original) The method according to claim 15, wherein the text in each of the text

2   display areas are individually editable.

1   19. (original) The method according to claim 15, wherein each price is based on a

2   number of text lines in the associated text display area.

1   20. (withdrawn) An online advertising publishing system for publishing advertisements,

2   the system comprising:

3   a database for storing data associated with the advertisements;

4   an interface operable to receive the data associated with the advertisements from

5   a plurality of input sources, at least one of the input sources being an order entry system operable

6   to publish the data to print media; and

7   means for distributing the data across a network.

1   21. (withdrawn) The system according to claim 20, further comprising an interface

2   operable to inspect and edit the data for each advertisement.

1   22. (withdrawn) The system according to claim 20, wherein the database is a relational

2   database.

1   23. (withdrawn) The system according to claim 20, wherein the data is stored in said

2   database in an object format.

1   24. (withdrawn) The system according to claim 20, wherein at least one of the input

2   sources is an online order entry system.

1   25. (withdrawn) The system according to claim 20, wherein the network is the Internet.

1   26. (withdrawn) The system according to claim 20, wherein the data includes an image.

1   27. (withdrawn) The system according to claim 20, wherein the advertisements are

2   classified advertisements.

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1   28. (withdrawn) The system according to claim 20, wherein the data is stored in a

2   content markup language format.

1   29. (withdrawn) The system according to claim 20, wherein the order entry system

2   exclusively publishes data to print media.

1   30. (withdrawn) The system according to claim 20, further comprising a translation

2   engine coupled between the order entry system and said database.

1   31 – 45 (Canceled)